

Marking Rubric for Assignment 1 – (60% of total mark)**Marked out of 50**

Learning Outcome 1: Identify and define a tourist destination

Learning Outcome 2: Distinguish and evaluate between different categories of destination

Learning Outcome 3: Understand and evaluate the complexity of the tourist destination as a tourism product

Learning Outcome 4: Understand the process involved with marketing a destination

SWOT analysis of Madrid (15 marks)			
<p>A thorough SWOT analysis is presented and explained. No major strengths, weaknesses, opportunities or threats are missing.</p> <p>Items are appropriately categorised and written.</p> <p>A proposal for a new tour is included based on the findings in the SWOT analysis.</p> <p>An excellent explanation is provided in a written paragraph analysing the reasons for the tour and the decision on the type of tour.</p> <p>Details of any similar tours already operating are provided.(if applicable)</p>	<p>A SWOT analysis is presented and explained, but there are 1-2 things wrong with the analysis e.g. at least one major item missing or an item inappropriately categorised.</p> <p>The proposal for the new tour is included but with little connection to the SWOT.</p> <p>A good explanation is provided in a written paragraph listing reasons for the tour.</p> <p>Detail of a similar tour is included if applicable.</p>	<p>A SWOT analysis is presented and explained but there are 3-4 incorrect inclusions and categorisations</p> <p>The explanation provided for the new tour is unclear and with no connection to the SWOT.</p>	<p>The SWOT analysis is either very poorly completed or at least 5 inclusions/categorisations incorrect or missing and/or the explanation and tour information is not included</p>
12-15 marks	8-11 marks	4-7 marks	0-3 mark
Your Mark: Comments:			
Fact file (15 marks)			
<p>A comprehensive article is presented on an urban tourist destination including information on all of the following; a summarised history, attractions and activities, amenities and details of the accessibility of the destination.</p>	<p>A good article is presented on an urban tourist destination including information on most of the following; a summarised history, attractions and activities, amenities and details of the accessibility of the destination.</p>	<p>An article is presented on a destination (may not be urban) and only includes two of the following: a summarised history, attractions and activities, amenities and details of the accessibility of the destination.</p>	<p>An article is presented/not presented and is poorly completed with a lot the stipulated information missing.</p> <p>The article has been written with no particular angle, only some facts.</p>

<p>The article has been written from an angle providing knowledge of a lesser known aspect of the destination that will attract visitors.</p> <p>Document is presented in an excellent magazine/newspaper format including pictures/graphs and is at least two A4 pages, single line spaced, in length. Work has been thoroughly spellchecked and proofread.</p> <p>There are almost no grammatical or spelling errors.</p>	<p>The article has been written from an angle that provides some information that may attract visitors to the destination.</p> <p>Document is presented in a magazine/newspaper format includes a picture/graph and is two A4 pages, single line spaced, in length. There are few spelling and grammatical errors.</p>	<p>The article has been written with no particular angle, only presenting facts.</p> <p>Document may be presented in correct format but has numerous spelling and grammatical errors.</p>	<p>Document is incorrect format and has numerous spelling, grammatical and formatting errors.</p>
12-15 marks	8-11 marks	4-7 marks	0-3 mark
<p>Your Mark:</p> <p>Comments:</p>			
Different categories (20 marks)			
<p>Correct destinational grouping is provided for all three destinations (Nungubane Game Lodge, Vietnam and Cambodia) with well thought out supporting explanations.</p> <p>Comprehensive explanation on the uniqueness of both the geographical features of the Welgevonden Private Game Reserve and the products that are offered at the Nungubane Game Lodge.</p> <p>Two target markets, who have a high interest in visiting a game reserve, are identified with supporting evidence.</p> <p>A general overview of unique geographical, cultural and historical features is provided for both Vietnam and Cambodia.</p>	<p>Correct destinational grouping is provided for at least two destinations (Nungubane Game Lodge, Vietnam and Cambodia) with supporting explanations.</p> <p>An explanation on the uniqueness of both the geographical features of the Welgevonden Private Game Reserve and some of the products that are offered at the Nungubane Game Lodge.</p> <p>At least one target market, who has a high interest in visiting a game reserve is identified with supporting evidence.</p> <p>A general overview of some of the unique geographical, cultural and historical features is provided for both Vietnam and Cambodia.</p>	<p>Only one correct destinational grouping is provided out of the three destinations.</p> <p>Little or no supporting evidence.</p> <p>Some explanation is provided on a few of the geographical features of the Welgevonden Private Game Reserve and some the of products offered at the Nungubane Game Lodge,</p> <p>Incorrect target markets are identified.</p> <p>Very few geographical, cultural or historical features are listed for Vietnam and Cambodia.</p>	<p>Incorrect or no destinational groupings are provided for the three destinations.</p> <p>Little or no supporting evidence.</p> <p>Incomplete or no explanation is provided on the geographical features of the Welgevonden Private Game Reserve and few or none of the products offered at the Nungubane Game Lodge,</p> <p>Incorrect or no target markets are identified.</p> <p>Very few or no geographical, cultural or historical features are listed for Vietnam and/or Cambodia.</p> <p>Limited tourism products (less than 3) commonly offered in Vietnam and Cambodia are provided.</p>

<p>Details of at least ten of the tourism products commonly offered in Vietnam and Cambodia are provided.</p> <p>A correct explanation of where Vietnam is on the Tourist Life Cycle is provided together with a supporting diagram.</p> <p>The preferred destination the student wishes to visit is selected together with supporting reasons for the choice.</p>	<p>Details of some of the tourism products (more than 5) commonly offered in Vietnam and Cambodia are provided.</p> <p>Identification of where Vietnam is on the Tourist Life Cycle with a supporting diagram may be unclear.</p> <p>The preferred destination the student wishes to visit is selected together with supporting reasons for the choice.</p>	<p>Some tourism products (more than 3) commonly offered in Vietnam and Cambodia are provided.</p> <p>Identification of where Vietnam is on the Tourist Life Cycle with a supporting diagram is incorrect.</p> <p>The preferred destination the student wishes to visit is selected.</p>	<p>Identification of where Vietnam is on the Tourist Life Cycle with a supporting diagram is either missing or incorrect</p> <p>The preferred destination the student wishes to visit is selected.</p>
16-20 marks	10-15 marks	4-9 marks	0 – 3 marks
<p>Your Mark:</p> <p>Comments:</p>			
Total: /50			